

WGBA-TV, WACY-TV, WKTI-CA
EEO PUBLIC FILE REPORT

August 1, 2015 – July 31, 2016

E.W. Scripps -Green Bay Operations
WGBA-TV, Green Bay; WACY-TV, Appleton; WKTI-CA (f/k/a W22BW), Sturgeon
Bay
Annual EEO Public File Report
August 1, 2015-July 31, 2016

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

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I. VACANCY LIST

See Master Recruitment Source List (MRSL, section II) for the Recruitment Source Data

Job Title (hire name)	Recruitment Sources (RS) Used to Fill Vacancy ¹	Referral Source Referring Hiree
Anchor/Reporter	1,2,3,4,5,7,8,9,10,11,13,14,15,16,17	13
Assignment Editor	1,2,3,4,5,7,8,9,10,11,12,13,14,15,16,17	13
Digital Director	12,31,40	31
Director	1,2,3,4,5,7,8,9,10,11,13,14,15,16,17,31,32	32
Reporter	1,2,3,4,5,7,8,9,10,11,13,16,17,32	13
Local Sales Manager	1,2,3,4,5,7,8,9,10,11,13,16,17,31,32, 41,42,43,44,45,46,48,49,50	31
Production Assistant	1,2,3,4,5,7,8,9,10,11,13,16,17,31	31
Production Assistant	1,2,3,4,5,7,8,9,10,11,13,16,17,31	31
Sales Assistant	12,40,41,42,43,44,45,46,47,48,49,50	40
Weathercaster	1,2,3,4,5,7,8,9,10,11,13,14,15,16,17	13
MMJ	1,2,3,4,5,7,8,9,10,11,12,13,15,16,17, 41,42,43,44,45,46,48,49,50	13
Producer	1,2,3,4,5,7,8,9,10,11,12,13,15,16,17, 41,42,43,44,45,46,48,49,50	13
Associate News Producer	1,2,3,4,5,7,8,9,10,11,12,13,15,16,17,31	13
Account Executive	12,15,16,17,13,39, 41,42,43,44,45,46,47,48,49,50	39
Account Executive	12,15,16,17,13,38, 41,42,43,44,45,46,47,48,49,50	38
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17, 41,42,43,44,45,46,48,49,50	41
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17, 41,42,43,44,45,46,48,49,50	12
HR Generalist	12,39,41,42,43,44,45,46,47,48,49,50	39
News Director	12,41,42,43,44,45,46,47,48,49,50,51	12

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Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17, 41,42,43,44,45,46,48,49,50	12
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¹ Please see Section II for details concerning recruitment sources, including sources that have requested notification of vacancies.

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II. MASTER RECRUITMENT SOURCE LIST

RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
1	American Broadcasting School 712 N. Watson Rd, Ste 200 Arlington, TX 76011 Michelle McConnell michelle@radioschool.com 817-695-2474	Y	0
2	Bates Technical College 2320 S 19 th St Tacoma, WA 98405 Shirley Miller skmiller@bates.ctc.edu 253-680-7752	Y	0
3	Central Michigan University 340 Moore Hall Mount Pleasant, MI 48859 Peter B. Orlik, PH.D. orlik1pb@cmich.edu 989-744-3851	Y	0
4	Collective Talent 1721 Richardson Pl Tampa, FL 33606 Michael Bille bille@michaelsmedia.com 813-254-9695	Y	0
5	Emerson College 113 Gray St Arlington, MA 02476 Mary Sullivan careers@emerson.edu 781-646-1077	Y	0
6	Ohio & Illinois Center for Broadcasting 530 S. State St. Chicago, IL 60605 Don Clark dclark@beonair.com or gary@beonair.com 312-884-8000	Y	0
7	University of North Texas PO Box 310589 Denton, TX 76203 Phyllis Slocum slocum@unt.edu 940-565-2565	Y	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
8	University of Wisconsin-Milwaukee PO Box 413 Milwaukee, WI 53201 Jessica McBride mcbridej@uwm.edu or pleshin@uwm.edu 414-229-4436	N	0
9	University of Wisconsin-Green Bay 2420 Nicolet Dr. Student Services 1916 Green Bay, WI 54311 Linda Peacock-Landrum careers@uwgb.edu 920-465-2163	N	0
10	University of Wisconsin-Oshkosh Radio, TV & Film 800 Algoma Blvd Oshkosh, WI 54901 Justine Stokes stokesj@uwosh.edu 920-424-3133	Y	0
11	Wisconsin Broadcasters Association 44 E. Mifflin, Ste 900 Madison, WI 53703 Mandy Endicott mendicott@wi-broadcasters.org 608-255-2600	N	0
12	Scripps Career Site 312 Walnut Street Suite 2800 Cincinnati, Ohio 45202 Carly Christensen www.scripps.com 920-490-2611	N	8
13	TVJobs.com PO Box 4116 Oceanside, CA 92052 Mark C. Holloway www.tvjobs.com 760-754-8177	N	16
14	University of Colorado at Boulder School of Journalism/Mass Communication 1511 University Ave Boulder, CO 80309 Christine Mahoney www.myinterfase.com/cuboulder 303-492-0460	Y	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
15	University of Wisconsin-Eau Claire 105 Garfield Ave Eau Claire, WI 54702 Judy Gatlin www.myinterface.com/uwec 715-836-2528	N	0
16	Wisconsin Job Service/Wisconsin Job Center/Jobnet 6091 N. Teutonia Ave Milwaukee, WI 53209 DeAnn Paulson-Warn www.JobCenterofWisconsin.com (job posting as of 12-22-14) WIJobOrders@dwd.state.wi.us 888-258-9966	N	0
17	Wisconsin Tech Connect 2740 W. Mason St Green Bay, WI 54307 Janet www.wisconsintechconnect.com 920-498-5528	N	0
18	Collins College 4750 S. 44 th Pl Phoenix, AZ 85040 Amy Roberts aroberts@collinscollege.edu 480-446-1112	N	0
19	Hmong Association of Green Bay, Inc. 200 S. Ashland Ave. Green Bay, WI 54303 Seng Yang syang1@sbcglobal.net 920-437-4550	N	0
20	ITT Tech 470 Security Blvd Green Bay, WI 54313 Mike Witte mwitte@itt-tech.edu 920-662-9000	N	0
21	Multicultural Center of Greater Green Bay 612 Stuart St. Green Bay, WI 54301 multiculturalgreenbay@gmail.com 920-438-1660	N	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
22	NEWAAMA (Northeastern WI African American Association) 612 Stuart St. Green Bay, WI 54301 Gary Lucas lucasas400@yahoo.com 920-337-9584	N	0
23	Refugee Placement Project 325 N. Roosevelt St. Green Bay, WI 54302 Hun Ho hunho@new-jobcenter.org 920-448-6760	N	0
24	United Hmong Community Center 401 9 th St. Green Bay, WI 54304 Yia Thao via.thao@nwtc.edu 920-498-6895	N	0
25	United Migrant Opportunity Services 325 N. Roosevelt St. Green Bay, WI 54302 Roy Keller wijoborders@dwd.wisconsin.gov 920-448-5013	N	0
26	University of Wisconsin-La Crosse 1725 State St. La Crosse, WI 54601 Timothy Tritch career@uwlax.edu 608-785-8514	N	0
27	University of Wisconsin-Madison 821 University Ave. Madison, WI 53201 Corrine Ahrens cmahrens2@wisc.edu 608-262-3691	N	0
28	Brown College 1440 Northland Dr. Mendota Heights, MN 55120 Rebecca Ewanga https://browncollege.optimalresume.com/employer 651-905-3465	Y	0
29	Lawrence University PO Box 599 Appleton, WI 54912 Career Center https://www.interfase.com/lawrence/employer 920-832-7368	N	0

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30	University of Iowa 24 Phillips Hall Iowa City, IA 52242 Christine Wells https://www.myinterfase.com/uiowa/employer 319-335-1023	Y	0
31	Internal Candidate	N	9
32	Employee Referral	N	6
33	Word of Mouth	N	0
34	Media Star Worldwide 515 E. Carefree Hwy. Suite #1471 Phoenix, AZ 85085 408-588-0944 Steve Kraycik stevekraycik@gmail.com	N	0
35	Lorna Dave Agency P.O. Box 368 Fogelsville, PA 18051 610-248-1317 John Derr john@lornadave.com	N	0
36	Tucson Veterans Affairs 3601 S. 6 th St. Ave. Tucson, AZ 85723 Cheryll Frazier cheryll.frazier@va.gov 520-792-1450	Y	0
37	Mississippi State University, Dept. of Comm. PO Box PF/130 McComas Hall Mississippi State, MS 39761 Karyn Brown kbrown@comm.msstate.edu 662-325-7952	Y	0
38	CareerBuilder	N	1
39	Indeed	N	4
40	LinkedIn	N	2
41	AboutJobs.com	N	0
42	America's Job Exchange	N	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
43	Jobs.com	N	0
44	Juju.com	N	0
45	Online Sports.com	N	0
46	Oodle.com	N	0
47	Rensselaer Polytechnic Institute Career Development Center	N	0
48	SimplyHired.com	N	0
49	TheLadders	N	0
50	Trovit U.S.	N	0
51	Rick Gevers ND Report	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD:			46

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III. RECRUITMENT INITIATIVES

Outreach Activity Number	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in Job Fairs	3/1/2016: Marketing Manager Ken Ambrosius and News Director Bob Healey attended a University of Wisconsin-Oshkosh employment fair and shared aspects of their television employment experience. The primary purpose of participation is to provide information about careers that may interest them in the future. They also shared information about intern, part-time, and full-time positions that may be available at the station.
1	Participate in Job Fairs	9/8/15: Ken Ambrosius, Marketing Manager, attended a University of Wisconsin- Oshkosh employment fair. The primary purpose of participation is to provide information about careers that may interest them in the future. They also shared information about intern, part-time, and full-time positions that may be available at the station.
5	Internship Programs	<p>Our station hosts college interns on an ongoing basis. News interns receive hands-on training in a variety of skills, including learning to write and edit stories; attending afternoon news editorial meetings; learning how to set up stories by shadowing producers and reporters; learning to write for broadcast, timing newscasts, using broadcasting equipment, and effective story-telling. Interns in our radio sports department observed the planning and preparation for a daily sports talk show, including how to collect audio to use for content, record/edit audio, and uploading audio to digital platform for podcasting.</p> <p>During the reporting period, the Station hosted 4 interns, as follows:</p> <ul style="list-style-type: none"> • Winter 2015 – WACY Station Sports Department (1) <ul style="list-style-type: none"> - News Department (1) • Summer 2016 - News Department (2)
8	Employee Training	WGBA and its employees participate in The E.W. Scripps Company's Career Management Program that includes training to help employees develop their career skills. In addition, all WGBA employees enjoy the opportunity to pursue career advancement through online training in station-related skills such as management and leadership, career growth planning, job interviewing, and a variety of specific skill-sets. This eLearning system is also used for EEO training and other mandatory compliance training.
10	Participate in Events Sponsored by Educational Institutions	10/21/15 at 1:00pm: Meteorologist Cameron Moreland provided an educational opportunity to approximately seventy (70) Second (2nd) grade students at Franklin Middle School, 800 S. 35th St, Manitowoc, WI

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10	Participate in Events Sponsored by Educational Institutions	4/28/16: Meteorologist Cameron Moreland provided an educational opportunity to students during Science week at Trinity Lutheran School, 110 S Henry St, Green Bay, WI
10	Participate in Events Sponsored by Educational Institutions	2/5/16: Meteorologist Cameron Moreland provided an educational opportunity for students during Career Day at Holy Family School
10	Participate in Events Sponsored by Educational Institutions	4/28/16: Meteorologist Cameron Moreland provided an educational opportunity for students at Martin Luther School
10	Participate in Events Sponsored by Educational Institutions	5/4/16: Meteorologist Cameron Moreland provided an educational opportunity for students at Clovis Grove Elementary
10	Participate in Events Sponsored by Educational Institutions	5/10/16: Meteorologist Cameron Moreland provided an educational opportunity for students at Houdini School
11	Participate in events in the community designed to inform and educate members of the public	10/16/15: Meteorologist Cameron Moreland provided an educational opportunity for seniors at Aging & Disability Resource Center in Green Bay
11	Participate in events in the community designed to inform and educate members of the public	4/7/16: Meteorologist Cameron Moreland provided an educational opportunity for adult employees at Schreiber Foods in Green Bay, WI
14	Management training re: EEO & discrimination	4 Managers at WGBA participated in the E.W. Scripps company training titled "EEO and Lawful Hiring"

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16	Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	6/9/16: Meteorologist Cameron Moreland provided a job shadow opportunity for a young man with autism
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